

How irritation varies— from different cigarettes

Tests made on rabbits' eyes reveal the
influence of hygroscopic agents

- | | | |
|---|------------------|--|
| 1 | Edema 0.8 | Cigarettes made by the Philip Morris method |
| 2 | Edema 2.1 | Cigarettes made with no
hygroscopic agent |
| 3 | Edema 2.7 | Popular cigarette #1
—made by the ordinary method |
| 4 | Edema 2.6 | Popular cigarette #2
—made by the ordinary method |
| 5 | Edema 2.7 | Popular cigarette #3
—made by the ordinary method |
| 6 | Edema 2.7 | Popular cigarette #4
—made by the ordinary method |

CONCLUSION:* Results show that regardless of blend of tobacco, flavoring materials, or method of manufacture, the irritation produced by all ordinary cigarettes is substantially the same, and measurably greater than that caused by Philip Morris.

CLINICAL CONFIRMATION:** When *smokers* changed to Philip Morris, every case of irritation of the nose and throat due to smoking cleared completely or definitely improved.

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